

Abstract

A method of generating a new enterprise is based on forming a holding company that includes existing enterprises. Intellectual property (IP) assets are developed within the existing enterprises and are deposited in a common database owned by the holding company. New products and market opportunities are developed for at least one of the developed IP assets within at least one of the existing enterprises. The management team of the holding company together with the management teams of the existing enterprises decide whether to form a new enterprise based on the developed new products and market opportunities. After the decision is made to form a new enterprise financing is secured for the formation of the new enterprise, a management team is provided for managing said new enterprise and a new enterprise is formed.

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